

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Shorr Johnson Magnus
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

Contract / Revision 811630 /		Alt Order # 06292334
Product BROWN FOR SENATE		
Contract Dates 08/28/12 - 09/03/12	Estimate #	
Advertiser Brown, S (D)/US Senate		Original Date / Revision 08/24/12 / 08/24/12
Billing Cycle WEEKLY	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive Teresa Difuria	Sales Office Telerep-Philade
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
E 1	WOIO	08/28/12	08/31/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		Start Date Week: 08/27/12	End Date 09/02/12	Weekdays -TWTF--				Spots/Week 4	Rate \$525.00			
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWThF----	:30		\$525.00	NM		
		Credited										
	2	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWThF----	:30		\$525.00	NM		
		Credited										
	4	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWThF----	:30		\$525.00	NM		
		Credited										
2	WOIO	08/28/12	08/30/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		Start Date Week: 08/27/12	End Date 09/02/12	Weekdays -TWT---				Spots/Week 3	Rate \$700.00			
3	WOIO	08/28/12	08/31/12	The Insider	7-730p		:30			NM	4	\$2,000.00
		Start Date Week: 08/27/12	End Date 09/02/12	Weekdays -TWTF--				Spots/Week 4	Rate \$500.00			
4	WOIO	09/03/12	09/03/12	The Insider	7-730p		:30			NM	1	\$500.00
		Start Date Week: 09/03/12	End Date 09/09/12	Weekdays 1-----				Spots/Week 1	Rate \$500.00			
5	WOIO	08/28/12	08/31/12	Inside Edition	730-8p		:30			NM	4	\$2,000.00
		Start Date Week: 08/27/12	End Date 09/02/12	Weekdays -TWTF--				Spots/Week 4	Rate \$500.00			
6	WOIO	09/03/12	09/03/12	Inside Edition	730-8p		:30			NM	1	\$500.00
		Start Date Week: 09/03/12	End Date 09/09/12	Weekdays 1-----				Spots/Week 1	Rate \$500.00			
7	WOIO	09/02/12	09/02/12	11p-12a	11p-12a		:30			NM	2	\$1,550.00
		Start Date Week: 08/27/12	End Date 09/02/12	Weekdays -----2				Spots/Week 2	Rate \$775.00			
8	WOIO	08/28/12	08/31/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		Start Date Week: 08/27/12	End Date 09/02/12	Weekdays -TWTF--				Spots/Week 4	Rate \$1,000.00			
9	WOIO	09/03/12	09/03/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		Start Date Week: 09/03/12	End Date 09/09/12	Weekdays 1-----				Spots/Week 1	Rate \$1,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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Contract / Revision 811630 /	Alt Order # 06292334	
Contract Dates 08/28/12 - 09/03/12	Product BROWN FOR SENATE	Estimate #
Advertiser Brown, S (D)/US Senate	Original Date / Revision 08/24/12 / 08/24/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
Week:		09/03/12	09/09/12	1-----				1	\$1,000.00		
10	WOIO	08/28/12	08/30/12	David Letterman	1135p-1238a		:30			NM	6 \$3,000.00
Week:		08/27/12	09/02/12	Start Date Weekdays - TWI---				6	\$500.00		
11	WOIO	08/31/12	08/31/12	David Letterman	1135p-1238a		:30			NM	1 \$500.00
Week:		08/27/12	09/02/12	Start Date Weekdays - - - 1--				1	\$500.00		
12	WOIO	09/03/12	09/03/12	David Letterman	1135p-1238a		:30			NM	1 \$500.00
Week:		09/03/12	09/09/12	Start Date Weekdays 1-----				1	\$500.00		
N 13	WOIO	08/28/12	08/31/12	Action News at 4p	4-5p		:30			NM	1 \$650.00
Week:		08/27/12	09/02/12	Start Date Weekdays - TWTF--				1	\$650.00		
N 14	WOIO	08/28/12	08/31/12	CBS Evening News	630-7P		:30			NM	1 \$650.00
Week:		08/27/12	09/02/12	Start Date Weekdays - TWTF--				1	\$650.00		
N 15	WOIO	09/01/12	09/01/12	Sat Early Show	9-11a		:30			NM	1 \$250.00
Week:		08/27/12	09/02/12	Start Date Weekdays - - - S-				1	\$250.00		
										Totals	32 \$19,725.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/02/12	28	\$17,225.00	\$14,641.25
09/03/12 - 09/09/12	4	\$2,500.00	\$2,125.00
Totals	32	\$19,725.00	\$16,766.25

Signature: _____ Date: _____

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